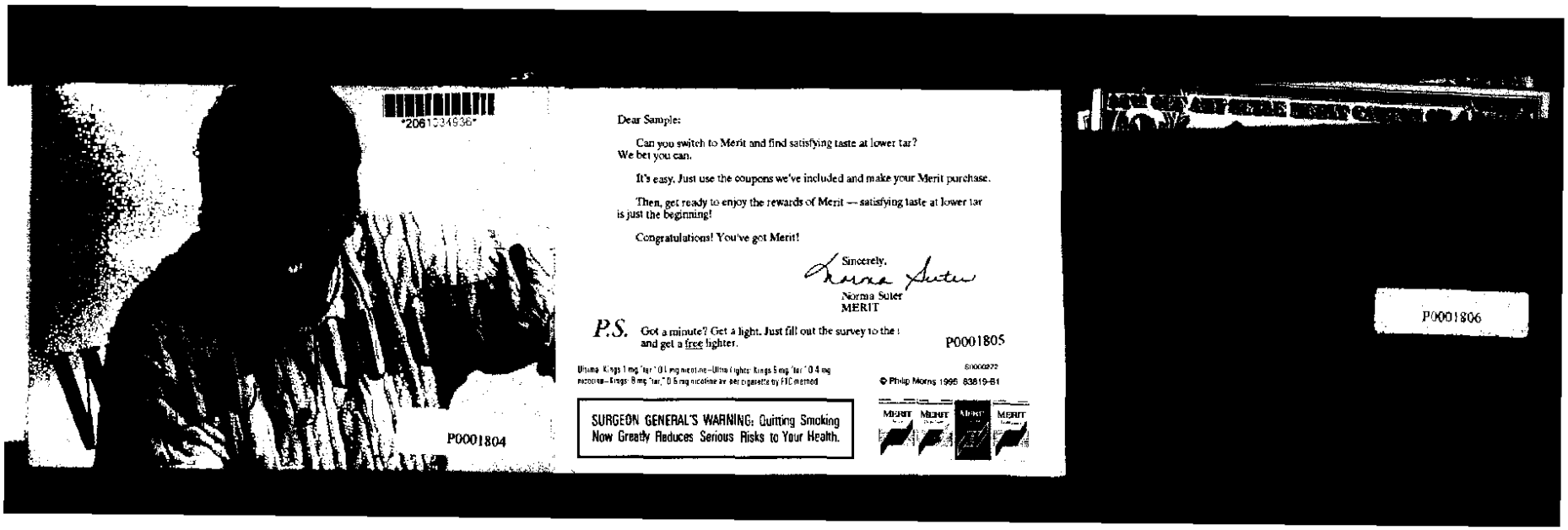

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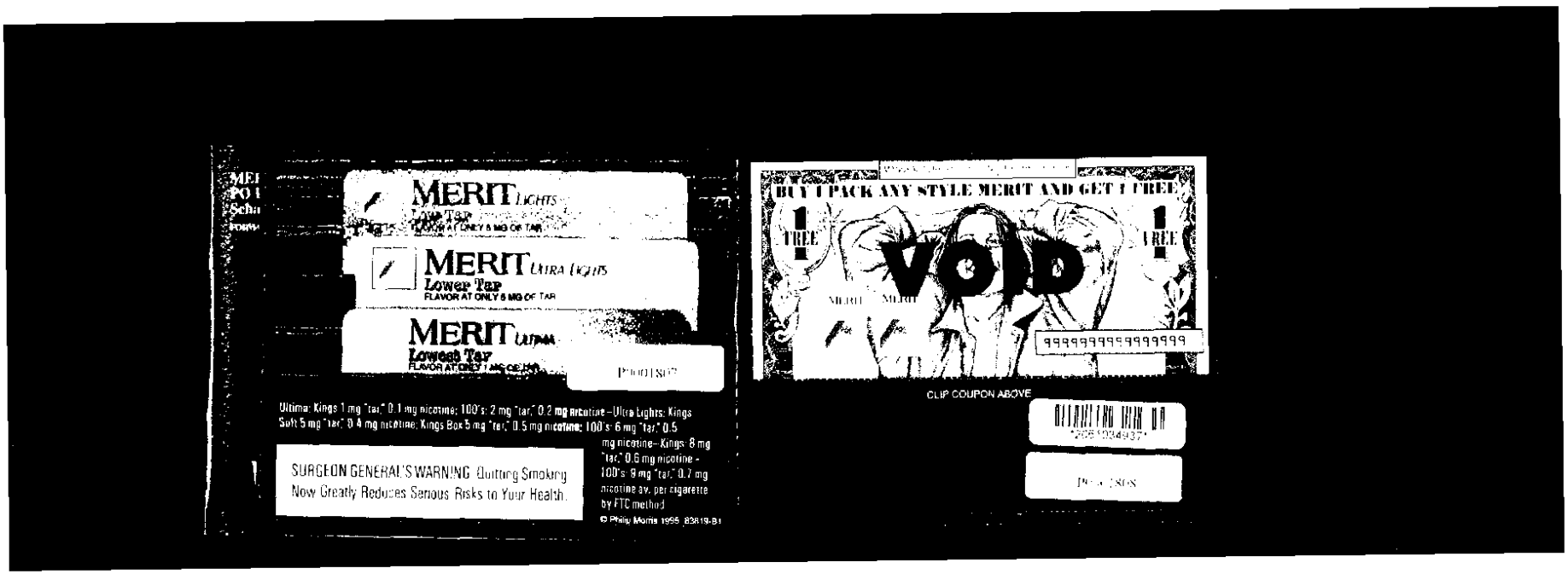

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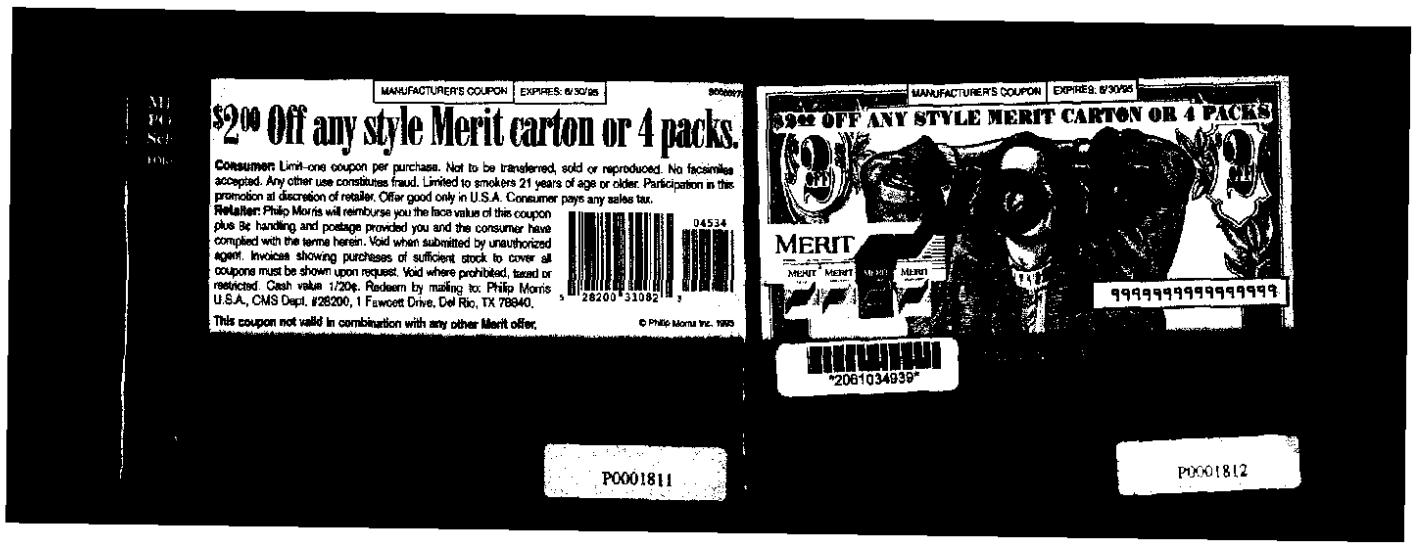

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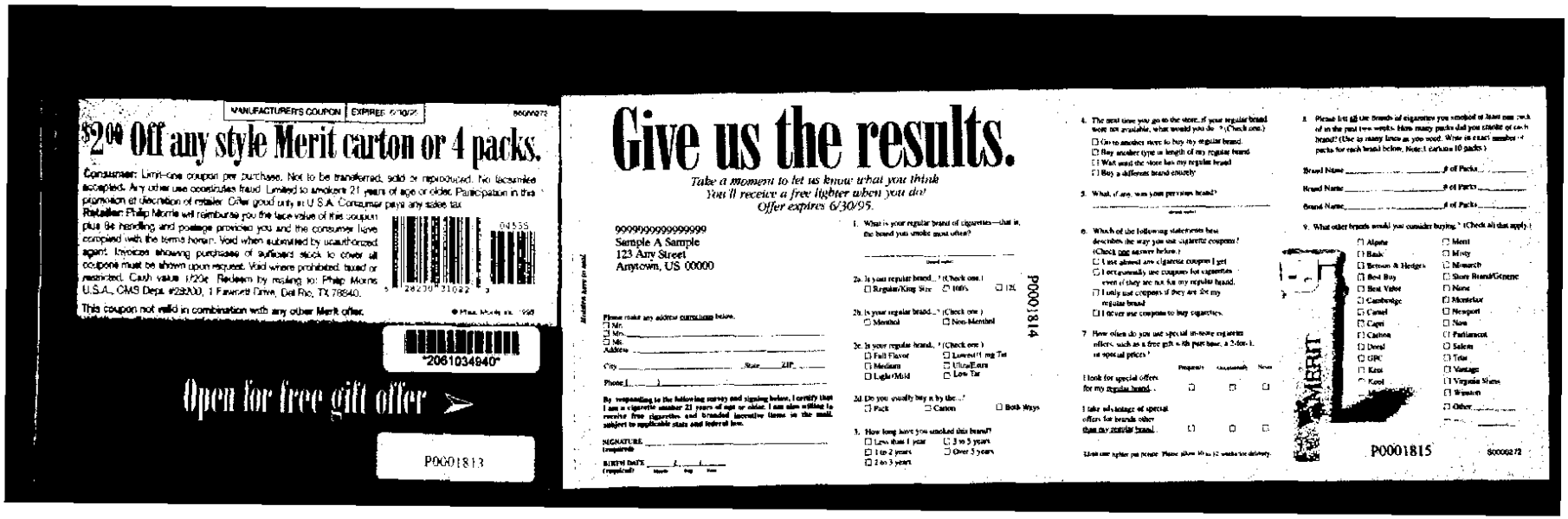

MANUFACTURER'S COUPON | EXPIRES 6/30/95 | S0000272

$2.00 Off any style Merit carton or 4 packs.

Consumer: Limit—one coupon per purchase. Not to be transferred, sold or reproduced. No facsimiles accepted. Any other use constitutes fraud. Limited to smokers 21 years of age or older. Participation in this promotion at discretion of retailer. Offer good only in U.S.A. Consumer pays any sales tax.

Retailer: Philip Morris will reimburse you the face value of this coupon plus 8¢ handling and postage provided you and the consumer have complied with the terms herein. Void when submitted by unauthorized agent. Invoices showing purchases of sufficient stock to cover all coupons must be shown upon request. Void where prohibited, taxed or restricted. Cash value 1/20¢. Redeem by mailing to: Philip Morris U.S.A., CMS Dept. #28200, 1 Fawcett Drive, Del Rio, TX 78840.

This coupon not valid in combination with any other Merit offer.

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Open for free gift offer ➤

P0001813

Give us the results.

Take a moment to let us know what you think
You'll receive a free lighter when you do!
Offer expires 6/30/95.

9999999999999999
Sample A Sample
123 Any Street
Anytown, US 00000

Please make any address corrections below.
☐ Mr.
☐ Mrs.
☐ Ms.
Address _____
City _____ State ____ ZIP ____
Phone ( ) _____

By responding to the following survey and signing below, I certify that I am a cigarette smoker 21 years of age or older. I am also willing to receive free cigarettes and branded incentive items in the mail, subject to applicable state and federal law.

SIGNATURE (required) _____

BIRTH DATE (required) ____ / ____ / ____ (Month Day Year)

1. What is your regular brand of cigarettes—that is, the brand you smoke most often?

_____ (brand name)

2a. Is your regular brand...? (Check one.)
☐ Regular/King Size ☐ 100's ☐ 120

2b. Is your regular brand...? (Check one.)
☐ Menthol ☐ Non-Menthol

2c. Is your regular brand...? (Check one.)
☐ Full Flavor ☐ Lowest (1 mg Tar
☐ Medium ☐ Ultra/Extra
☐ Light/Mild ☐ Low Tar

2d. Do you usually buy it by the...?
☐ Pack ☐ Carton ☐ Both Ways

3. How long have you smoked this brand?
☐ Less than 1 year ☐ 3 to 5 years
☐ 1 to 2 years ☐ Over 5 years
☐ 2 to 3 years

4. The next time you go to the store, if your regular brand were not available, what would you do? (Check one.)
☐ Go to another store to buy my regular brand.
☐ Buy another type or length of my regular brand.
☐ Wait until the store has my regular brand.
☐ Buy a different brand entirely.

5. What, if any, was your previous brand?

_____ (brand name)

6. Which of the following statements best describes the way you use cigarette coupons? (Check one answer below.)
☐ I use almost any cigarette coupon I get.
☐ I occasionally use coupons for cigarettes even if they are not for my regular brand.
☐ I only use coupons if they are for my regular brand.
☐ I never use coupons to buy cigarettes.

7. How often do you use special in-store cigarette offers, such as a free gift with purchase, a 2-for-1, or special prices?

	Frequently	Occasionally	Never
I look for special offers for my regular brand.	☐	☐	☐
I take advantage of special offers for brands other than my regular brand.	☐	☐	☐

Limit one lighter per person. Please allow 10 to 12 weeks for delivery.

8. Please list all the brands of cigarettes you smoked or least one pack of in the past two weeks. How many packs did you smoke of each brand? (Use as many lines as you need. Write in exact number of packs for each brand below. Note: 1 carton = 10 packs.)

Brand Name _____ # of Packs _____
Brand Name _____ # of Packs _____
Brand Name _____ # of Packs _____

9. What other brands would you consider buying? (Check all that apply.)

☐ Alpine	☐ Merit
☐ Basic	☐ Misty
☐ Benson & Hedges	☐ Monarch
☐ Best Buy	☐ Store Brand/Generic
☐ Best Value	☐ None
☐ Cambridge	☐ Montclair
☐ Camel	☐ Newport
☐ Capri	☐ Now
☐ Carlton	☐ Parliament
☐ Doral	☐ Salem
☐ GPC	☐ Tiny
☐ Kent	☐ Vantage
☐ Kool	☐ Virginia Slims
	☐ Winston
	☐ Other _____

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You can switch down to lower tar and still find satisfying taste.

P0001817

Ultima, Kings 1 mg "tar," 0.1 mg nicotine—Ultra Lights: Kings 5 mg "tar," 0.4 mg nicotine—Kings 8 mg "tar," 0.6 mg nicotine av per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

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"2061034941"

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Anytown, US 00000

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THREE COUPONS
SELF-MAILER

We're putting our money on you!

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